

Date: 2-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: M. Smith
Week of: 9/24 - 9/30
Contract Number: 332806 - HL 6333938

Dayparts:

| Line # | ordered | Length | rate paid | Rate Section | # of spots | LUC | Rebate amount |
|--------|------------|--------|-----------|--------------|------------|-------|---------------|
| 2 | 6-8A Sat | :30 | \$250 | 5 | 1 | \$175 | \$75 |
| 15 | 530-8A Sun | :30 | \$250 | 5 | 1 | \$150 | \$100 |

TOTAL REBATE (Gross) \$175
(Net) \$148.75



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Message Media

Write-up Date 10/2/12

Client Pol-M. Smith

Requested By D. Taveletti

Campaign/Title State Candidate

Resolution Date _____

Reason:

Customer Deduction _____
Sales Person Error _____
Billing Error _____
Traffic Error _____
Separation/Scheduling Problem _____
Late Run _____
Other ☒ _____

Reference:

Invoice No. _____
Invoice Date _____
Contract No. 332876

Explanation of Adjustments by Requestor: LVC

Additional Explanation by _____:

| | |
|-----------------------------------------------|-------------------|
| GROSS Amount to be Credited: \$ <u>175.00</u> | Debited: \$ _____ |
| NET Amount to be Credited: \$ <u>148.75</u> | Debited: \$ _____ |

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: D. Taveletti Approved ☒ Date 10/2/12
3. General Sales Manager: _____ Approved _____ Date _____
- General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 332876

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax N/A
CPE National/Political
Account Types Standard
Billing Type Standard
Comments MATT SMITH 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06333938
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,416.25
Net Total \$19,358.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month

| Spots | Rate |
|------------------------|--------------------|
| Sep. 2012 30 | \$20,400.00 |
| Oct. 2012 4 | \$2,375.00 |
| Grand Total: 34 | \$22,775.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|------------------|---------|
| 1.0 | Normal Line / Spot | 10/01/12-10/01/12 | 4 | :30 | 5:59A- Channel 11 News 6am | 1 | | | | | | | | 1 | \$800.00 | \$800.00 | Pittsburgh (WPXI) | NEWS 6-7A/2 | 9/24/12 |
| 2.0 | Normal Line / Spot | 09/29/12-09/29/12 | 5 | :30 | 6A- 8A (EST) | 1 | | | | | | | 1 | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | SAT NEWS 6-8A/12 | 9/24/12 |
| 3.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 5:59A- Channel 11 News 6am | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$800.00 | \$3,200.00 | Pittsburgh (WPXI) | NEWS 6-7A/1 | 9/24/12 |
| 4.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 7A- 8A (EST) | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$625.00 | \$2,500.00 | Pittsburgh (WPXI) | TODAY 7-8A/3 | 9/24/12 |
| 5.0 | Normal Line / Spot | 10/01/12-10/01/12 | 4 | :30 | 7A- 8A (EST) | 1 | | | | | | | | 1 | \$625.00 | \$625.00 | Pittsburgh (WPXI) | TODAY 7-8A/47 | 9/24/12 |
| 6.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 8A- 9A (EST) | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$575.00 | \$2,300.00 | Pittsburgh (WPXI) | TODAY 8-9A/5 | 9/24/12 |
| 7.0 | Normal Line / Spot | 10/01/12-10/01/12 | 4 | :30 | 8A- 9A (EST) | 1 | | | | | | | | 1 | \$575.00 | \$575.00 | Pittsburgh (WPXI) | TODAY 8-9A/6 | 9/24/12 |
| 8.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 11:59A- Channel 11 News At Noon | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$375.00 | \$1,500.00 | Pittsburgh (WPXI) | NOON NEWS/7 | 9/24/12 |
| 9.0 | Normal Line / Spot | 10/01/12-10/01/12 | 4 | :30 | 11:59A- Channel 11 News At Noon | 1 | | | | | | | | 1 | \$375.00 | \$375.00 | Pittsburgh (WPXI) | NOON NEWS/8 | 9/24/12 |
| 10.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 5P- 5:30P (EST) | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$800.00 | \$3,200.00 | Pittsburgh (WPXI) | NEWS 5-530P/9 | 9/24/12 |
| 11.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 5:30P- 6P (EST) | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$800.00 | \$3,200.00 | Pittsburgh (WPXI) | NEWS 530-6P/10 | 9/24/12 |
| 12.0 | Normal Line / Spot | 09/25/12-09/28/12 | 4 | :30 | 5:58P- Channel 11 News At 6pm M-F | 4 | | 1 | 1 | 1 | 1 | | | 4 | \$1,000.00 | \$4,000.00 | Pittsburgh (WPXI) | NEWS 6-630P/11 | 9/24/12 |

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 332876

| | | | |
|-----------------------|-------------------------------------------------------------------------------------------|----------------------|------------------|
| Schedule Dates | 09/25/12-10/01/12 | Date Entered | 09/24/12 |
| Advertiser | Pol/M Smith/D/OTH/PA (16939) | Last Modified | 09/24/12 |
| Agency | Message Media (5658) | Entered By | Jennifer Stewart |
| Product | Political - State Candidate (1071) | CO-OP | Yes |
| Brand | POL/M SMITH/D/OTH/PA (137373) | Headline # | 06333938 |
| Salesperson | Telerep/Washington DC, Washington DC (1040) | Demo | |
| Sales Office | Telerep/Washington DC | Order Type | Normal |
| Buyer Name | | Package Deal | |
| Phone/Fax | | Commission % | 15.00 |
| CPE | N/A | Commission | \$3,416.25 |
| Account Types | National/Political | Net Total | \$19,358.75 |
| Billing Type | Standard | Sales Tax | |
| Comments | MATT SMITH 9/25 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FRIENDS OF MATT SMITH | | |

| Pittsburgh (WPXI) | | | |
|---------------------|-----------|--------------------|--|
| By Broadcast Month | Spots | Rate | |
| Sep. 2012 | 30 | \$20,400.00 | |
| Oct. 2012 | 4 | \$2,375.00 | |
| Grand Total: | 34 | \$22,775.00 | |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------|---------------------|---------|
| 13.0 | Normal Line / Spot | 09/29/12-09/29/12 | 4 | :30 | 6P- 6:30P (EST) | | | | | | | 1 | | 1 | \$625.00 | | Pittsburgh (WPXI) | NA NEWS 6-630P/16 | 9/24/12 |
| 14.0 | Normal Line / Spot | 09/29/12-09/29/12 | 5 | :30 | 8A- 10:30A (EST) | | | | | | | 1 | | 1 | \$275.00 | | Pittsburgh (WPXI) | SAT NEWS 8-1030A/13 | 9/24/12 |
| 15.0 | Normal Line / Spot | 09/30/12-09/30/12 | 5 | :30 | 5:30A- 8A (EST) | | | | | | | | 1 | 1 | \$250.00 | \$250.00 | Pittsburgh (WPXI) | SUN NEWS 530-8A/14 | 9/24/12 |
| 16.0 | Normal Line / Spot | 09/30/12-09/30/12 | 5 | :30 | 8A- 10A (EST) | | | | | | | | 1 | 1 | \$275.00 | | Pittsburgh (WPXI) | SUN NEWS 8-10A/15 | 9/24/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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